GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:5690
ANSWERED ON:02.05.2002
ADVERTISEMENTS RELEASED TO NEWSPAPERS/MAGAZINES
TARACHAND BHAGORA

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether a large number of listed newspapers/magazines were removed for releasing advertisements by D.A.V.P. between March 2000 to March 2001; and

(b) if so, the details thereof and the reasons therefor?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. SUSHMA SWARAJ)

(a) & (b): Guidelines for scrutiny of newspapers for empanelment/rate renewal with the Directorate of Advertising and Visual Publicity (DAVP) for the year 2000-2001, were formulated by the Empanelment Committee. These guidelines basically laid down norms regarding reasonable standard ovf printing, which newspapers seeking empanelment/rate renewal with DAVP should follow, in addition to complying with provision of Press & Registration of Books Act, 1867. These norms inter-alia, included circulation declared established by the Registrar of Newspapers for India (RNI), complete documents,standard of printing, non-repetition of contents and non-reproduction of contents from other publications. As against 5190 newspapers/periodicals on DAVP panel during the year 1999-2000; 2519 newspapers/periodicals were there during the year 2000-2001.